



# **MEDIA RELEASE**

## **Tucson Fire Department**

**Fire Chief Dan Newburn**



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Contact: Captain Trish Tracy

Date: 6/05/2008

## **15<sup>th</sup> Annual Tour for Tucson's Children**

This July 4<sup>th</sup> is the 15<sup>th</sup> annual Tour for Tucson's Children bike ride/run/walk. This event is an excellent opportunity to teach your children the rules of the road and bicycle safety.

Activities include:

- 6.5 mile bike race
- 10 mile bike race
- 27 mile bike race
- 3 mile fun run/walk
- Children's events

### **Safety Message:**

Riding a bike without a properly fitted helmet can lead to traumatic brain injury. Traumatic brain injuries are the leading disabler of children. Each year nearly 3,000 children die and more than 29,000 children are hospitalized due to Traumatic Brain Injury (T.B.I.). The most important organ in the body, the brain is also one of the most fragile. Although the skull provides some natural protection, even a mild jolt to the brain can result in bruising of the brain and the tearing of blood vessels and nerves. Damaged brain cells do not heal like broken bones or torn muscles. When the child survives, consequences of T.B.I. such as paralysis, severe amnesia, slurred speech, depression and anxiety and loss of motor skills can last a lifetime.

Now that summer is here, children are out of school and on the streets riding bikes, skateboards, and scooters.

To ensure that your child is safely riding his or her bike, consider the following:

- Make sure your children are wearing a properly fitted bicycle helmet.
- Review safety rules.
- Ride as a family and teach your children the rules of the road.

### **For more information about the event:**

**Contact Tour Chair Alfonso Romero**

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